

TO: N. Brennan

DATE: December 18, 1985

FROM: R. Camisa

SUBJECT: Merit Request Sampling

Listed below are final tabulations for the November Merit Request Sampling Program conducted in Albuquerque, San Diego, and Lubbock/Amarillo:

Market	800# Media Delivered VIA:	R E Q U E S T S F R O M:				
		P.M. Smokers			Competitive	
		Merit	Other	Total	Smokers	Total
Albuquerque	R.O.P.	76	54	130	157	287
San Diego	Outdoor	271	256	527	314	841
Lubbock/ Amarillo	R.O.P. + Outdoor	171	177	348	255	603
	TOTALS	518	487	1,005	726	1,731

Given that Brand had anticipated that approximately 100,000 responses would be generated by this program, the final tabulation of 1,731 consumer requests is clearly disappointing. Due to this poor level of consumer interest, it is impossible to determine which medium (R.O.P. vs OUTDOOR vs R.O.P./OUTDOOR) is most effective in maximizing trial.

Based on R.O.P. circulation only, redemption rates amounted to a disappointing .13% in Albuquerque and .31% in Lubbock/Amarillo (which includes outdoor). Redemption rates are not available for San Diego given that this offer was delivered via outdoor postings only.

All P.M. smokers (1,005) and half of the competitive smokers (361) have received a coupon good for two free packs of Merit or Merit Ultra Lights. The remaining competitive smokers (365), in addition to receiving a coupon for two free packs, also received a coupon for \$2.00 off a carton of any type of Merit.

I will report on coupon redemption rates for the above, as well as the R.O.P. coupon drop in Shreveport, as data becomes available from Nielsen in January.

I'm available to discuss in more detail.

RC:dc

cc: E. Merlo

R. Camisa

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